

# M&S Strategy 2020

## Committee Areas Defined

**1. M&S Research** - Support advancing the discipline and application(s) expansion of MS&V  
(*M&S Strategy 2020 Goal 1.I.A & B*)

- Pathways include:
  - Basic academic research, tech exchanges, SBIR, STTR, and IRAD, etc. partnerships between academia, industry and government
  - Increased strategic cooperation across Commonwealth universities

**2. Opportunity Development** - Support identification and acceleration of new market opportunities that have a high probability of success (i.e., medical/healthcare, transportation, municipal government, HLS, etc.) (*M&S Strategy 2020 Goal 1.I.C, 1.II.A, 1.III.A & C*)

- Complimentary opportunity development:
  - Supporting business incubation, entrepreneurship, IP transfer

**3. Education (STEM) and Workforce Development** - Support the region in better preparing, retraining and retaining M&S professionals (*M&S Strategy 2020 Goal 2.I.A, B & C*)

- Pathways include:
  - Incorporating M&S in K-12 education
  - Encouraging and expanding the base of individuals pursuing higher education in M&S

**4. Strategic Communications & Advocacy** - Support development of an advocacy and communications plan that: defines the message(s), the media channel(s) and the audience(s) within and outside of the region. (*M&S Strategy 2020 Goal 1.I.C, 1.II.B & C, 1.III.B & C, 2.II.A, B, C, D & E, 2.III.A & B*)

- Pathways include:
  - Communicating long term strategic goals of the HR M&S 2020 plan
  - Forming a speakers bureau to increase the understanding of M&S
  - Engage political leaders interested in influencing public-policy and resource allocation decisions in favor of M&S use and advancement

